



“Maui United Way Chairman Max Tsai Applauds the Organization’s Success”

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While families, businesses and nonprofit organizations continue to tighten their financial belts in the midst of the economic slump, a ray of hope casts a glow on thousands of Maui County residents. Last month, Maui United Way (MUW) announced that its 2008-09 “Live United” campaign rose over \$1 million, exceeding expectations and allowing each of its 27 partner agencies to continue receiving the same level of annual funding as last year. According to a press release issued by the agency, “Despite myriad challenges associated with a difficult economy, MUW, with the help of caring and concerned community members and businesses across Maui, raised \$1,033,796.”

“This is incredible news,” said 2008-09 MUW Board Chairman Max Tsai. “We were able to stay at the same level as last year, which means our partner agencies can give the same level of service.” According to Sarah Ruppenthal of the Maui Weekly.

“Our goal was to ensure support for our partners at comparable levels to last year,” said Tsai. “We are thrilled to provide much needed relief for agencies facing ever-growing funding challenges, and in some cases, the possibility of closing shop.”

In addition to generous corporate and community donations, MUW adjusted its 2009 Strategic Plan to include a 12 percent reduction in its 2009-10 annual budget. The organization also trimmed down its fundraising expenses by 2 percent and will continue to pursue a higher degree of efficiency in its overall operational costs. “These organizations depend on us,” said Tsai. “So we did—and will continue to do—everything in our power to help them.”

Maui United Way hosted its 40th Annual Meeting and Recognition Dinner on Thursday, June 4, to acknowledge the hard work and commitment of its dedicated volunteers and supporters. “This event recognizes those who really go the extra mile for the community, just because they care,” he said. More importantly, he said, the dinner represents the importance—and rewards—of working together as a community. “We are so interconnected here on Maui,” he said. “We really need to support each other... it’s a wonderful cycle.”

About TC Kokua, LLC

TC Kokua, LLC is a customer service company that provides inbound and outbound contact services to companies nationwide. For more information, visit our web site at www.tckokua.com or contact Max Tsai, President of TC Kokua at 808- 856-7674 and max.tsai@tckokua.com